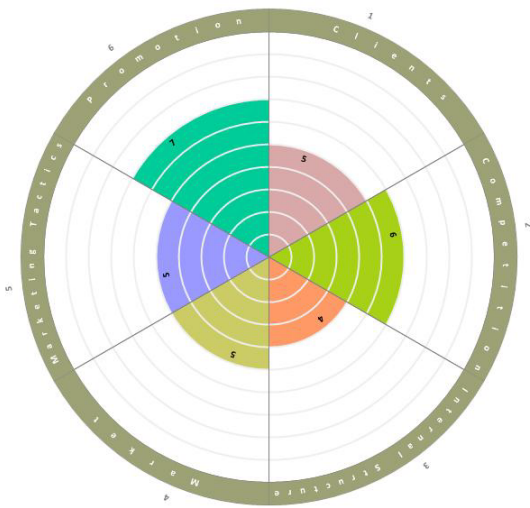




MARKETING LENS

Are your marketing efforts effective?



SAMPLE REPORT

September 2013

TABLE OF CONTENTS

I. What this instrument is, and what it is not

II. Factors that can influence your results

III. Your Marketing Lens profile

 Clients

 Competition

 Internal Structure

 Market

 Marketing Tactics

 Promotion

WHAT THIS INSTRUMENT IS, AND WHAT IT IS NOT

The purpose of this assessment is to make you more aware of potential issues in your business that limit or potentially predict your company's performance. Through a series of structured questions, the assessment helps you identify solutions that can be applied to your business right away. Most importantly, it gives you a simple, intuitive and solid platform for improving specific business functions and long-term performance.

This tool is designed to:

- Show you which areas you should focus on immediately to significantly improve the marketing function of your business
- Challenge you to ask yourself questions about your business
- Provide you with a series of potential tactics to adopt in your business, in order to increase your revenues
- The first step to your comprehensive solution and detailed action plan to take your business to the next level

This tool is not designed to:

- Rank your company against industry averages
- Rank your company against other companies that have used our assessment tool

FACTORS THAT CAN INFLUENCE YOUR RESULTS. DISCLAIMER

The results of this assessment are as good as your answers: inaccurate answers lead to flawed results. Some of the factors that could distort the evaluation are:

- Consciously avoiding extreme responses (which usually results in a majority of results in the medium range)
- Peer pressure to answer questions in a certain way
- Cultural differences
- Misunderstanding terms or questions

This report has been generated based on the answers you gave to the specific questions in the assessment. It helps you visualize the marketing function of your business. The report will make you aware of potential issues in your business, some that you may have known before, some that may be new to you. By the end of this exercise, you will have identified some easy solutions to implement in your business right away, in order to improve it relatively quickly. You will also have identified some medium and long-term directions for your business to take it to the next level.

One of the most powerful ways to influence people is through questions. This is the reason why this assessment is presented as a set of questions (questions that you have to ask yourself!).

The answers you have provided during the assessment are as accurate as you have been honest with yourself. The result of this exercise reflects the reality that you have described through your answers.

We recommend that after reading this report, you review your marketing function and you start implementing tactics geared to pushing you faster on your road to success. We advise you to discuss this report with people within the organization / department that are close to you, and work together to identify and prioritize tactics. You should start by improving the areas where your score is the lowest.

You may be wondering "How do I do this? How do I move forward? What do I do next?" The answer is simple. Since you have identified your "soft spots", you need to design a MAP (**Massive Action Plan**). You will need to consider all the areas that need to be improved, and prioritize the first three that you want to address. For each area, you need to identify your goals. Your goals need to be SMART (specific, measurable, achievable, realistic and timed). For each goal, you should determine actions that lead you to achieve your goal. Each action will be assigned to a person and will have a deadline. This is a sure way to achieve your objectives.

We recommend that you take this test on a regular basis in order to monitor your progress.

YOUR MARKETING LENS PROFILE

Marketing is usually understood as the process of communicating the value of a product or service to clients. Marketing can sometimes be interpreted as the art of selling products, but selling is only a small fraction of marketing. Marketing is an essential function of any company because the number one element without which a business cannot and will not exist is "THE CLIENT".

Marketing is your interface with the client, his "raison d'etre", his "joie de vivre", his need for you and your offer, his desire to have what you offer.

This report evaluates your present marketing activities on the basis of your own answers. This exercise considers several important elements:

- the ABC of marketing
- the most effective promotion and advertising tactics
- the latest innovative concepts in marketing such as educational marketing, top-of-mind awareness, the ultimate strategic position (USP)
- the best practices in online marketing (Internet marketing, content marketing, social media marketing)

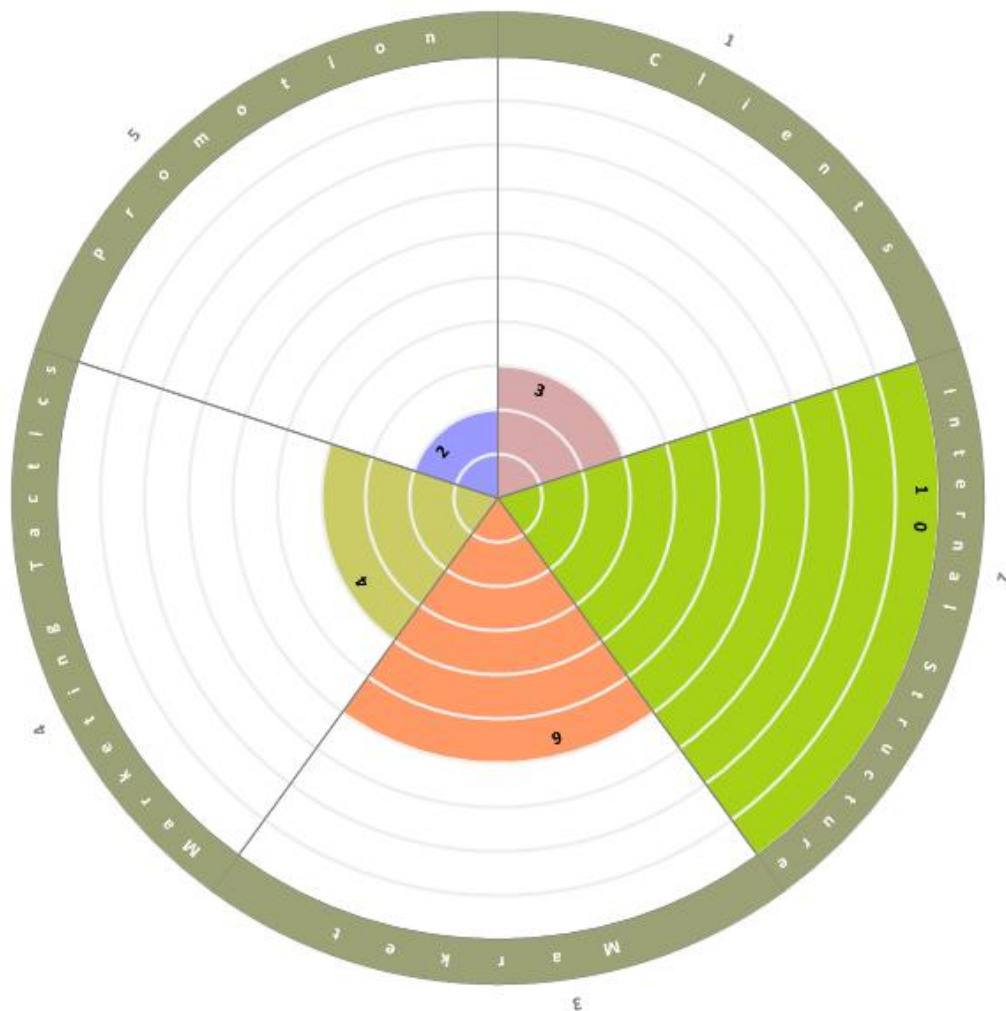
This report and the questionnaire behind it were conceived combining the short and long term perspective for your business success. This report shows your business's strong points and weaknesses. Working on the soft spots, you can enjoy some major benefits.

Mainly, using this tool you can become more competent in:

- using marketing effectively, with higher value per marketing dollar
- identifying your customers' needs and creating a positive client perception
- creating opportunities for your (prospective) clients to find you and learn about your offer
- thoroughly knowing your competition and getting a solid understanding of your market
- educating the market, as a good way to build your image as an expert in your industry, which attracts more prospective clients and increases your conversion rate
- creating a powerful brand
- influencing your prospects' buying criteria in your favor, for your specific product or service
- communicating a consistent USP and building a long-term reputation in your clients' minds and in your industry
- communicating the positioning of your business in order to create and improve your image

Questions to ask yourselves:

- What are our clients buying from us?
- Why are our clients buying from us, really?
- Why are people buying from others and not from us?
- How can we get our clients to be more satisfied and what will make them recommend us to their contacts?
- How can we provide more value to our clients?



Dimension	Explanation	Grade	Ranking	Visual Ranking
Clients	Your interaction with your clients for marketing purposes is:	2.50	Poor. You should act very soon to improve this.	
Internal Structure	How geared is your current structure towards performance in marketing?	10.00	Extremely. You may focus for the time being on improving other areas of your business.	
Market	How well do you know your market and how well do you interact with it?	5.92	Fairly well. You should act in the near future to improve this.	
Marketing Tactics	How good are your marketing tactics?	4.38	Average. You should act soon to improve this.	
Promotion	How well do you promote your company / offer?	2.33	Poorly. You should act very soon to improve this.	




Dimension	Explanation	Grade	Ranking	Visual Ranking
Clients	Your interaction with your clients for marketing purposes is:	2.50	Poor. You should act very soon to improve this.	


Dimension	Explanation	Grade	Ranking	Visual Ranking
Client Education	Educational marketing is one of the best ways to market your products in today's economy. Do you use all potential channels to educate your clients?	3.00	Poor. You should act very soon to improve this.	
Client Knowledge	How well do you know your clients?	2.00	Poorly. You should act very soon to improve this.	




Dimension	Explanation	Grade	Ranking	Visual Ranking
Client Knowledge	How well do you know your clients?	2.00	Poorly. You should act very soon to improve this.	

Dimension	Explanation	Grade	Ranking	Visual Ranking
Loyalty Rate	Your knowledge about your clients' loyalty is:	2.00	Poor. You should act very soon to improve this.	



Dimension	Explanation	Grade	Ranking	Visual Ranking
Internal Structure	How geared is your current structure towards performance in marketing?	10.00	Extremely. You may focus for the time being on improving other areas of your business.	

Dimension	Explanation	Grade	Ranking	Visual Ranking
Cooperation With Sales Department	How good is the co-operation between the sales and marketing departments within your organisation?	10.00	Very good. You may focus for the time being on improving other areas of your business.	





Dimension	Explanation	Grade	Ranking	Visual Ranking
Market	How well do you know your market and how well do you interact with it?	5.92	Fairly well. You should act in the near future to improve this.	


Dimension	Explanation	Grade	Ranking	Visual Ranking
Market Data	Do you collect relevant market data (from both qualitative and quantitative points of view)?	5.92	To a fair extent. You should act in the near future to improve this.	





Dimension	Explanation	Grade	Ranking	Visual Ranking
Market Data	Do you collect relevant market data (from both qualitative and quantitative points of view)?	5.92	To a fair extent. You should act in the near future to improve this.	


Dimension	Explanation	Grade	Ranking	Visual Ranking
Client Monitoring	How well do you monitor the sales to your existing clients?	8.50	Well, but there is room for improvement. You should act in the medium future to improve this.	
Competition Knowledge	How well do you know your competition?	3.33	Poorly. You should act very soon to improve this.	






Dimension	Explanation	Grade	Ranking	Visual Ranking
Marketing Tactics	How good are your marketing tactics?	4.38	Average. You should act soon to improve this.	

Dimension	Explanation	Grade	Ranking	Visual Ranking
Must-Use Marketing Tools	There are some “must-use” marketing tools, should you wish to be successful. Your usage of such tools is:	3.62	Average. You should act soon to improve this.	
Online Marketing	How well do you use internet marketing tools?	5.13	Somewhat well. You should act soon to improve this.	








Dimension	Explanation	Grade	Ranking	Visual Ranking
Must-Use Marketing Tools	There are some “must-use” marketing tools, should you wish to be successful. Your usage of such tools is:	3.62	Average. You should act soon to improve this.	

Dimension	Explanation	Grade	Ranking	Visual Ranking
Change of Client Needs	How responsive are your marketing efforts to continuously changing market conditions?	4.00	To some degree. You should act soon to improve this.	
Communication Channels	What is the level at which you use all potential communication channels to communicate with your prospects?	2.86	You barely communicate with your prospects. You need to do so much more.	
Client Referrals	The level at which your clients refer other prospects to your business is:	4.00	Average. You should act soon to improve this.	







Dimension	Explanation	Grade	Ranking	Visual Ranking
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Online Marketing	How well do you use internet marketing tools?	5.13	Somewhat well. You should act soon to improve this.	
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Dimension	Explanation	Grade	Ranking	Visual Ranking
Blogs	Your use of blogging as an internet marketing tool is:	6.70	To a fair extent. You should blog more. It is such an important communication tool these days.	
Website	How effectively do you use internet for marketing and sales generation purposes?	6.60	To a fair extent. You should act in the near future to improve this.	
SEO	Your use of SEO (Search Engine Optimization) as an internet marketing tool is:	4.00	Average. You should act soon to improve this.	
Social Media	Your use of Social Media as an internet marketing tool is:	3.21	Poor. You should act very soon to improve this.	









Dimension	Explanation	Grade	Ranking	Visual Ranking
Website	How effectively do you use internet for marketing and sales generation purposes?	6.60	To a fair extent. You should act in the near future to improve this.	


Dimension	Explanation	Grade	Ranking	Financial Data
Purpose	Does your website have a purpose?	3.80	Not really. You should ask yourself: How can my website help my business? Why did I develop a website?	
Call to Action	How geared is your website for inducing action to users?	10.00	Your website induces the right action for your business. Well done! You see its benefits already.	
Relevance	How relevant is the content of your website?	6.00	To a certain extend. You should ask yourself: How can my website improve the lives of my clients? How can I be more relevant to my audience?	





Dimension	Explanation	Grade	Ranking	Visual Ranking
Social Media	Your use of Social Media as an internet marketing tool is:	3.21	Poor. You should act very soon to improve this.	

Dimension	Explanation	Grade	Ranking	Financial Data
Approach	How good is your social media approach, for the highest impact?	1.66	Poor. You should act very soon to improve this.	
Strategy	How aligned are your social media actions to your company strategy?	8.00	Well, but there is room for improvement. You should act in the medium future to improve this.	
Content Relevance	How relevant is your content to driving sales and to growing your business?	2.60	Barely. You should act very soon to improve this.	
Interactivity	Are you present on social media often enough for the highest impact?	2.00	No. You should act very soon to improve this.	
Comment Handling	How prompt are you in answering comments from your audience?	3.00	Little. You should act very soon to improve this.	
Negative Feedback	How do you deal with negative feedback, for best results?	2.00	Poorly. You should act very soon to improve this.	



Dimension	Explanation	Grade	Ranking	Visual Ranking
Promotion	How well do you promote your company / offer?	2.33	Poorly. You should act very soon to improve this.	

Dimension	Explanation	Grade	Ranking	Visual Ranking
Image	The efficiency of your image promotion today is:	2.00	Poor. You should act very soon to improve this.	
PR	How effective are you in using PR to communicate to your market?	2.00	Very little. You should act very soon to improve this.	
Own Brand	The strength of your own brand today is:	3.00	Poor. You should act very soon to improve this.	